## **ORDER**

Orders Order / Rev: 707565 Alt Order #: 06283268 ISS/DCCC Product Desc: **KARE** Estimate: 1473 Flight Dates: 09/25/12 - 10/01/12 Primary AE: Jim Quinn Sales Office: Original Date / Rev: 08/17/12 / 08/31/12 T-PHI Order Type: Political Sales Region: NAT Great American Media/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 1010 Wisconsin Ave. NW, Ste. 800 EOM/EOC Agency Commission: Washington, DC 20007 15% Advertiser **Democratic Congressional Campaign** Name: A35+ Demographic: New Business Thru: **Product Codes:** IS-Candidate/US House Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	24	\$34,200.00	\$29,070.00
10/01/12	10/01/12	7	\$6,050.00	\$5,142.50

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$34,200.00	\$29,070.00	0.00
October 2012	7	\$6,050.00	\$5,142.50	0.00
Totals	31	\$40,250,00	\$34 212 50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	34%	\$40,250.00
Market	100%	\$118,382.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$15,389.71
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$1,183.82
KSTP	15%	\$17,757.35
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	35%	\$41,433.82
WFTC	2%	\$2,367.65

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Order / Rev: 707565 Advertiser: Democratic Congressional Campaign Co

Alt Order #: 06283268 Product Desc: ISS/DCCC KARE

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1473

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 09/25/12 10/01/12 \$5,500.00 KARE M-F 10-1035p KARE News 10p MTWTF--:30 2 \$2,750.00 P-2 0.00 NM KARE News 10p KARF11NWS-10< **End Date** Weekdays Start Date Spots/Week Rate Rating 10/01/12 MTWTF-0.00 Week: 09/25/12 \$2,750.00 E 2 KARE 09/25/12 10/01/12 1035pm-1135pm MTWTF--:30 \$700.00 P-2 0.00 NM **Tonight Show** CM 2 2 \$1,400.00 Tonight Show TONITE SHW-NBC< Weekdays **End Date** Spots/Week Start Date Rate Rating 10/01/12 MTWTF--\$700.00 Week: 09/25/12 0.00 E 3 KARE 09/25/12 10/01/12 1035pm-1135pm MTWTF--\$800.00 P-2 **Tonight Show** CM :30 2 0.00 NM 2 \$1,600.00 **Tonight Show** TONITE SHW-NBC< Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF-Week: 09/25/12 10/01/12 \$800.00 0.00 E 4 KARE 09/25/12 10/01/12 M-F 2-3p 2P-3P MTWTF--:30 \$300.00 P-2 CM 2 0.00 NM 2 \$600.00 The Doctors **DOCTORS** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 09/25/12 10/01/12 \$300.00 0.00 E 5 KARE 09/25/12 10/01/12 M-F 3-4p 3-4p MTWTF--:30 \$450.00 P-2 0.00 NM CM 2 2 \$900.00 M-F 3-4p DR. OZ Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF-Week: 09/25/12 10/01/12 \$450.00 0.00 E 6 KARE 09/25/12 10/01/12 M-F 4-430p CM 4-430P MTWTF--:30 \$350.00 P-2 0.00 NM 2 \$700.00 KARE 11 4 News KARE11NEWS@4PM Weekdays Spots/Week Start Date **End Date** Rate Rating MTWTF--10/01/12 \$350.00 0.00 Week: 09/25/12 MTWTF--\$850.00 P-2 KARE 09/25/12 10/01/12 M-F 430-5p CM 430-5P :30 0.00 NM \$1,700.00 2 Jeopardy **JEOPARDY** Start Date Spots/Week Rating End Date Weekdays Rate MTWTF--10/01/12 Week: 09/25/12 \$850.00 0.00 E 8 KARE 09/25/12 10/01/12 M-F 5-530p CM 5-530p MTWTF--:30 2 \$1,500.00 P-2 0.00 NM 2 \$3,000.00 KARE 11 5 News KARE11NWS-5 Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 09/25/12 10/01/12 MTWTF--\$1,500.00 0.00 KARE 09/25/12 10/01/12 СМ MTWTF--2 \$1,500.00 P-2 0.00 NM M-F 6-630p 6-630p .30 2 \$3,000.00 KARE 11 6 News KARE11NWS-6 Weekdays Spots/Week Start Date **End Date** Rate Rating MTWTF-Week: 09/25/12 10/01/12 \$1,500.00 0.00 E 10 KARE 09/25/12 10/01/12 M-F 6-7a CM 6-7a MTWTF--:30 2 \$800.00 P-2 0.00 NM 2 \$1,600.00 KARE 11 Sunrise M-F KARE11-SUNRS@6 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTF--\$800.00 0.00 E11 KARE 09/25/12 10/01/12 M-F 630-7p CM 630pm-7pm MTWTF--:30 2 \$1,500.00 P-2 0.00 NM \$3,000.00 2 **Entertainment Tonight ENT TONIGHT 30** Weekdays Start Date Rating **End Date** Spots/Week Rate MTWTF-Week: 09/25/12 10/01/12 2 \$1,500.00 0.00 E12 KARE 09/25/12 10/01/12 MTWTF--:30 2 \$800.00 P-2 0.00 NM **Today Show** CM 7-9a 2 \$1,600.00

**Today Show** 

Weekdays

MTWTF--

Spots/Week

CM

Rate

\$800.00

9-10a

Rating

0.00

MTWTF--

:30

2

\$300.00 P-2

0.00 NM

2

\$600.00

**End Date** 

10/01/12

TODAY SHW Start Date

E13 KARE 09/25/12 10/01/12

Week: 09/25/12

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\$40,250.00

Totals

Order / Rev: 707565 Advertiser: Democratic Congressional Campaign Co

Alt Order #: 06283268 Product Desc: ISS/DCCC KARE

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1473

M-F 9-10a   M-F 9-10a	Ln Ch Start End	<u>,                                      </u>	Start/End Time Days	Len Spots Rate Pri	Rtg Type Spots Amount
TODAY SHW2-NBC  Start Date Start Date Start Date Start Date Weekdays MrWTF 2 \$300.00 0.00  E 14 KARE 09/29/12 09/29/12 Saturday Night Live CM Saturday Night LiveS- :30 1 \$1,500.00 P-2 0.00 NM 1 \$1,500.00 P-2		M-F 9-10a M-F 9-10a			
Week:         09/25/12         10/01/12         MTWTF-         2         \$300.00         0.00           E 14 KARE         09/29/12 09/29/12         Saturday Night Live         CM         Saturday Night LiveS-         :30         1         \$1,500.00 P-2         0.00 NM         0         \$0.00 P-2         0.00 NM <td< td=""><td>TODAY SHW2-NBC</td><td>W-1 3-10a</td><td></td><td></td><td></td></td<>	TODAY SHW2-NBC	W-1 3-10a			
E 14 KARE 09/29/12 09/29/12 Saturday Night Live CM Saturday Night Living SAT NITE LIVE  SAT NITE LIVE  Start Date End Date Weekdays Spots/Week Rate 09/29/12 09/29/12 09/29/12 Sat 8-10a CM 8-10aS- :30 1 \$750.00 P-2 0.00 NM 0 \$0.00 KARE 11 Saturday  KARE 11 NWS SAT  Start Date End Date Weekdays Spots/Week Rate Rating 0.00  KARE 11 Saturday  KARE 11 NWS SAT  Start Date End Date Weekdays Spots/Week Rate Rating 0.00  Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rate Type	Start Date End Date	Weekdays Spots/Week	Rate Rating		
Saturday Night Live  SAT NITE LIVE  Start Date End Date Weekdays Spots/Week Rate 09/24/12 09/30/12S- 1 \$1,500.00 0.00  E 15 KARE 09/29/12 09/29/12 Sat 8-10a CM 8-10aS- :30 1 \$750.00 P-2 0.00 NM 0 \$0.0 KARE 11 Saturday  KARE 11 NWS SAT  Start Date End Date Weekdays Spots/Week Rate Week: 09/24/12 09/30/12S- 1 \$750.00 0.00  Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rate Type	Week: 09/25/12 10/01/12	MTWTF 2	\$300.00 0.00		
SAT NITE LIVE         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 09/24/12       09/30/12      S-       1 \$1,500.00       0.00         E 15 KARE 09/29/12 09/29/12 09/29/12 Sat 8-10a       CM 8-10a      S-       :30 1 \$750.00 P-2 0.00 NM       0 \$0.0         KARE 11 NWS SAT       Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 09/24/12 09/30/12 09/30/12S-       1 \$750.00       0.00         Spot Ch Date Range       Description       Start/End Time       Weekdays       Length       Rate       Rtg       Type	E14 KARE 09/29/12 09/29/12		Saturday Night LivS	S- :30 1 \$1,500.00 P-2	0.00 NM 1 \$1,500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	CAT NITE LIVE	Saturday Night Live			
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KARE 11 Saturday  KARE11 NWS SAT  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 09/24/12 09/30/12S- 1 \$750.00 0.00  Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type				S- :30 1 \$750.00 P-2	0.00 NM 0 \$0.00
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Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type					
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Start Date End Date Weekdays Spots/Week Rate Rating		Weekdays Spots/Week	Rate Rating		
Week: 09/24/12 09/30/12S 1 \$300.00 0.00					
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type	Spot Ch Date Range	<u>Description</u> <u>Start</u>	t/End Time	Weekdays Length Rate	Rtg Type
1 KARE 09/24/12-09/30/12 SUN TDY 8-9aSu :30 <del>(\$300.00)</del> 0.00 NM		SUN TDY 8-9a	l	Su :30 <del>(\$300.00)</del>	0.00 <i>NM</i>
Credited					
	E 18 KARE 09/25/12 09/25/12			- :30 1 \$6,000.00 P-2	0.00 NM 1 \$6,000.00
THE VOICE (6:58 PM-8:00 PM) VOICE-NBC	VOICE NBC	THE VOICE	(6:58 PM-8:00 PM)		
Start Date End Date Weekdays Spots/Week Rate Rating		Weekdays Snots/Week	Pate Pating		
Week: 09/24/12					
			· ·	- :30 1 \$4,250.00 P-2	0.00 NM 1 \$4,250.00
NORMAL/MATHEW PERRY (6:58 PM-8:00 PM)				* ,	, , , , , , , , , , , , , , , , , , , ,
GO ON/THE NEW NORMAL/MATTHEW PERRY	GO ON/THE NEW NORMA	L/MATTHEW PERRY			
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -T 1 \$4 250 00 0.00					
Week: 09/24/12    09/30/12    -T    1 \$4,250.00    0.00      Spot    Ch Date Range    Description    Start/End Time    Weekdays    Length    Rate    Rtg    Type		- '		Weekdays Length Rate	Rta Type
1 KARE 09/24/12-09/30/12 Tue Prime 7P-8P (8:00 PM-9:00 PFT :30 \$4,250.00 0.00 NM					
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